

## CONTRACT



**WCAU**  
**10 Monument Road**  
**Bala Cynwyd, PA 19004**  
**(610) 668-5510**

www.nbcphiladelphia.com

And:

**AMERICAN MEDIA & ADVOCACY GROUP**  
**815 SLATERS LANE**  
**ALEXANDRIA, VA 22314**  
**USA**

<u>Contract / Revision</u> 326227 /		<u>Alt Order #</u> WOC10032055
<u>Product</u> 2012		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 2877
<u>Advertiser</u> CONGRESSIONAL LEADERSHIP FUND		<u>Original Date / Revision</u> 07/25/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA3564		
		<u>Total Ratings</u> 45.90
<u>IDB#</u>	<u>Advertiser Code</u> 251	<u>Product Code</u> 454
<u>Agency Ref</u> 20277		<u>Advertiser Ref</u> 28199

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount																																																																																				
D 1	WCAU	10/23/12	10/29/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F		:30				NM	0	\$0.00																																																																																				
N 2	WCAU	10/23/12	10/29/12	6A-7A M-F	6A-7A M-F		:30				NM	2	\$2,400.00																																																																																				
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N 3	WCAU	10/23/12	10/26/12	7A-9A TODAY SHOW	7A-9A M-F		:30				NM	2	\$3,000.00																																																																																				
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D 4	WCAU	10/23/12	10/28/12	6A-8A SUNDAY	6A-8A SU		:30				NM	0	\$0.00																																																																																				
N 5	WCAU	10/23/12	10/28/12	8-10A SUNDAY	758A-956A SUNDAY		:30				NM	1	\$650.00																																																																																				
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D 6	WCAU	10/23/12	10/29/12	9A-10A TODAY SHOW 2	9A-10A M-F		:30				NM	0	\$0.00																																																																																				
D 7	WCAU	10/23/12	10/27/12	MAJOR LEAGUE SOCCER	130P-6P		:30				NM	0	\$0.00																																																																																				
D 8	WCAU	10/23/12	10/29/12	3P-4P M-F ELLEN	3P-4P M-F		:30				NM	0	\$0.00																																																																																				
N 9	WCAU	10/23/12	10/29/12	4P-5P NBC10 NEWS	4-5P M-F		:30				NM	5	\$3,500.00																																																																																				
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Week:	10/23/12	10/29/12	11111--	5	\$700.00	0.90																																																																																											
N 10	WCAU	10/23/12	10/29/12	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F		:30				NM	3	\$2,700.00																																																																																				
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WCAU**  
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<u>Contract / Revision</u> 326227 /		<u>Alt Order #</u> WOC10032055
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> 2012	<u>Estimate #</u> 2877
<u>Advertiser</u> <b>CONGRESSIONAL LEAD</b>		<u>Original Date / Revision</u> 07/25/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount			
												2	\$2,400.00			
N 11	WCAU	10/23/12	10/26/12	6P-630P NBC10 NEWS	6P-630P M-F		:30				NM					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/23/12	10/29/12	---11--	2	\$1,200.00	1.20									
												1	\$1,000.00			
N 12	WCAU	10/23/12	10/27/12	6P-630P NEWS SAT	6P-630P		:30				NM					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/22/12	10/28/12	-----1-	1	\$1,000.00	2.90									
												0	\$0.00			
N 13	WCAU	10/23/12	10/28/12	6P-630P SU NEWS AT 6P	6P-630P SU		:30				NM					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/22/12	10/28/12	-----1	1	\$1,000.00	5.00									
												0	\$0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
		1	WCAU	10/22/12-10/28/12	6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	:30	<del>\$1,000.00</del>	5.00	NM					
Credited												0	\$0.00			
NA-NOT AVAILABLE																
D 14	WCAU	10/23/12	10/29/12	730P-8P M-F	730P-8P M-F		:30				NM	0	\$0.00			
D 15	WCAU	10/28/12	10/28/12	FOOTBALL NIGHT AMERIC/7P-815P		-----2	:30	2	\$4,000.00	4.80	NM	0	\$0.00			
D 16	WCAU	10/23/12	10/26/12	9-10P FRI GRIMM	9P-10P		:30				NM	0	\$0.00			
N 17	WCAU	10/23/12	10/28/12	NFL REGULAR SEASON NC815P-1130P			:30				NM	1	\$20,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/22/12	10/28/12	-----1	1	\$20,000.00	11.00									
N 18	WCAU	10/23/12	10/26/12	11-1135P M-F LATE NEWS	11P-1135P		:30				NM	2	\$4,400.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/23/12	10/29/12	--1-1--	2	\$2,200.00	2.30									
D 19	WCAU	10/27/12	10/27/12	11-1130P LATE NEWS SAT	11-1130P		:30				NM	0	\$0.00			
N 20	WCAU	10/23/12	10/29/12	TONIGHT SHOW W/JAY LEI	1135P-107A		:30				NM	5	\$4,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/23/12	10/29/12	11111--	5	\$900.00	1.40									
												0	\$0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
		3	WCAU	10/23/12-10/29/12	TONIGHT SHOW W/JAY LEI	1135P-107A	MTuWThF----	:30	<del>\$900.00</del>	1.40	NM					
See MG 20.11												5	\$4,500.00			
PREEMPT																
		11	WCAU	10/29/12-10/29/12	TONIGHT SHOW W/JAY LEI	1135P-107A	M-----	:30	\$900.00	1.40	NM					
Ⓜ MG for 20.3 10/24												1	\$2,500.00			
N 21	WCAU	10/23/12	10/27/12	1130P-1A SNL	1130P-1A SAT		:30				NM					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/22/12	10/28/12	-----1-	1	\$2,500.00	3.20									
												Totals		45.90	25	\$47,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	20	\$42,450.00	\$36,082.50
10/29/12 - 10/29/12	5	\$4,600.00	\$3,910.00
<b>Totals</b>	25	\$47,050.00	\$39,992.50

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<u>Contract / Revision</u> 326227 /		<u>Alt Order #</u> WOC10032055
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<u>Advertiser</u> <b>CONGRESSIONAL LEAD</b>		<u>Original Date / Revision</u> 07/25/12 / 10/29/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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